

**Announcing a new lower-priced Polaroid Color Pack Camera.**



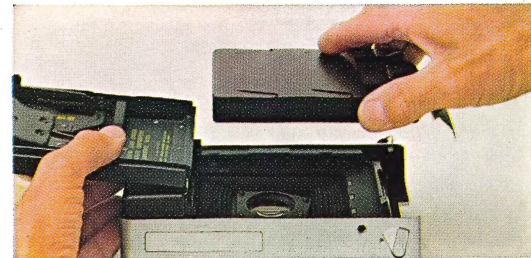
## **INSTANT PHOTOGRAPHY ECONOMY PRICE**

Here's the new model of the famous Polaroid Color Pack Camera. It has most of the features of the world's most advanced camera — but at a new lower price. Now the thrill of color pictures in a minute is available to the budget-minded buyer.



## **LIGHT WEIGHT BIG PICTURE**

In spite of the fact that this is the smallest, lightest Polaroid Land camera ever made, it delivers a large 3¼" by 4¼" picture — almost postcard size. It's easy to carry with you wherever the fun is. In fact it's lighter than a lot of the well-known 35mm cameras.



## **EASY TO LOAD EASY TO USE**

Loading the film is as easy as opening the box. You just drop it in the back of the camera. A couple of seconds and you're ready to take pictures. The camera is simple to operate too. A transistorized electronic shutter does the calculating for you.



## **AUTOMATIC FLASH AUTOMATIC TIME EXPOSURE**

The shutter is so versatile it can measure the light of a flashbulb and set the correct exposure *during* the flash. At the other extreme it can make a time exposure (up to a second in duration) automatically. First camera in history to do that sort of thing.

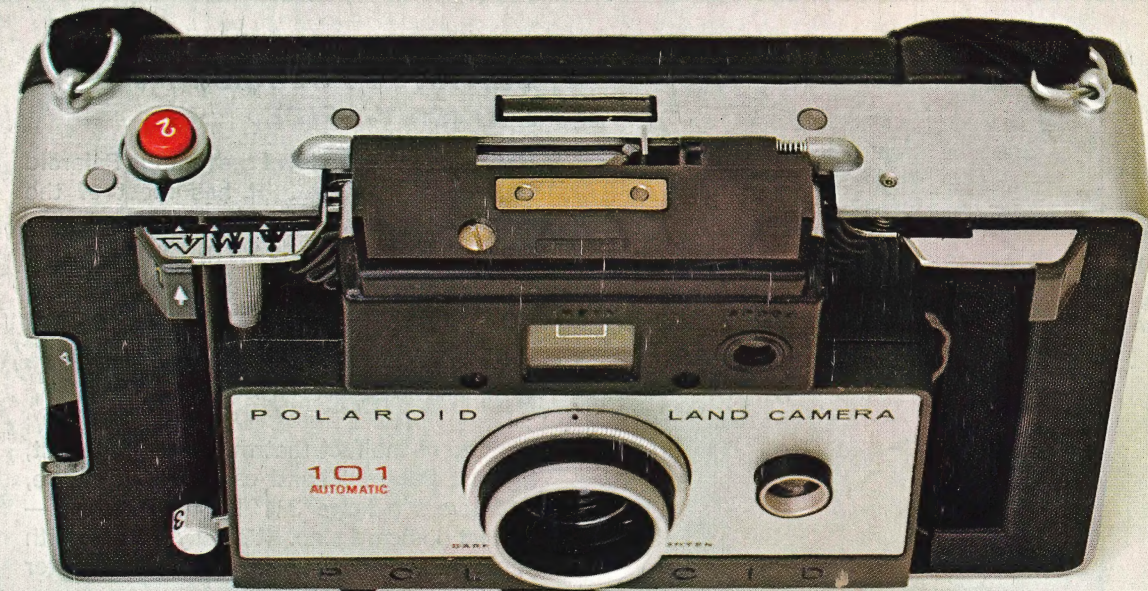




## **ALL OF THE FUN LESS OF THE MONEY**

This new model (called the Color Pack II) provides all of the fun of making pictures on the spot — color shots in a minute, black and whites in just 10 seconds. There's no thrill in photography to match it. And this camera offers it at a new low price.

Come in today and let us show you how you can own the newest Polaroid Color Pack Camera.



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